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AF/3623

PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application No.	08/882,197
		Filing Date	June 25, 1997
		First Named Inventor	Paul Greer
		Group Art Unit	3623
		Examiner Name	Susanna M. Diaz
Total Number of Pages in This Submission	18	Attorney Docket Number	42390P4072

### ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i>	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input checked="" type="checkbox"/> Amendment / Response	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i>
<input checked="" type="checkbox"/> After Final	<input type="checkbox"/> Petition	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert a Provisional Application	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	
<input type="checkbox"/> PTO/SB/08	<input type="checkbox"/> CD, Number of CD(s)	
<input type="checkbox"/> Certified Copy of Priority Document(s)		
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application		
<input type="checkbox"/> Basic Filing Fee		
<input type="checkbox"/> Declaration/POA		
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

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APR 15 2003

GROUP 3600

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Eric T. King, Reg. No. 44,188  BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	April 7, 2003

### CERTIFICATE OF MAILING/TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class mail with sufficient postage in an envelope addressed to: Box AF, Assistant Commissioner for Patents, Washington, D.C. 20231 on:

April 7, 2003

Typed or printed name	Susan McFarlane		
Signature		Date	April 7, 2003

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# FEET TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT (\$)

0.00

## Complete if Known

Application Number	08/882,197
Filing Date	June 25, 1997
First Named Inventor	Paul Greer
Examiner Name	Susanna M. Diaz
Group/Art Unit	3623
Attorney Docket No.	42390P4072

## METHOD OF PAYMENT (check one)

Check     Credit card     Money Order     Other     None

Deposit Account

Deposit Account Number **02-2666**Deposit Account Name **Blakely, Sokoloff, Taylor & Zafman LLP**

The Commissioner is authorized to: (check all that apply)

Charge fee(s) indicated below     Credit any overpayments

Charge any additional fee(s) required under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1001	750	2001	375	Utility filing fee	
1002	330	2002	165	Design filing fee	
1003	520	2003	260	Plant filing fee	
1004	750	2004	375	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	
SUBTOTAL (1)		(\$)			

## 2. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
50	51*	= 0	\$0.00
3	3*	= 0	\$0.00
Multiple Dependent			

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1202	18	2202	9	Claims in excess of 20	
1201	84	2201	42	Independent claims in excess of 3	
1203	280	2203	140	Multiple Dependent claim, if not paid	
1204	84	2204	42	**Reissue independent claims over original patent	
1205	18	2205	9	**Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)		(\$)			0.00

\*or number previously paid, if greater. For Reissues, see below

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3)

(\$)

## SUBMITTED BY

Complete (if applicable)

Name (Print/Type)	Eric T. King	Registration No. (Attorney/Agent)	44,188	Telephone	(714) 557-3800
Signature				Date	04/07/03

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application to the USPTO. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

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GROUP 3600

MULTIPLE DEPENDENT CLAIMS  
FEE CALCULATION SHEET

APPLICATION NO.

08/882,191

FILING DATE

6/25/1997

042390.P4072

As amended  
01/27/03

As Amended  
04/07/03

1.		51.	50
2.		52.	9
3.	x	53.	52
4.	3	54.	17
5.	3	55.	54
6.	3	56.	17
7.		57.	56
8.		58.	
9.	x	59.	
10.	9	60.	
11.	9	61.	
12.	9	62.	
13.	9	63.	
14.		64.	
15.		65.	
16.		66.	
17.	x	67.	
18.	17	68.	
19.	17	69.	
20.	17	70.	
21.	3	71.	
22.	17	72.	
23.	20	73.	
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27.	17	77.	
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37.	10	87.	
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39.	9	89.	
40.	17	90.	
41.	3	91.	
42.	17	92.	
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44.	9	94.	
45.	17	95.	
46.	3	96.	
47.	46	97.	
48.	3	98.	
49.	48	99.	
50.	9	100.	

1.		51.	50
2.		52.	9
3.	x	53.	52
4.		54.	17
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6.		56.	17
7.		57.	56
8.		58.	
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10.		60.	
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12.		62.	
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14.		64.	
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16.		66.	
17.	x	67.	
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4-18-03  
Our Docket No.: 42P4072  
JML

RESPONSE UNDER 37 C.F.R. 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP 3623

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

**Greer et al.**

Application No.: **08/882,197**

Filed: **June 25, 1997**

For: **USER DEMOGRAPHIC PROFILE  
DRIVEN ADVERTISING  
TARGETING**

Examiner: **Susanna Meinecke Diaz**

Art Group: **3623**

AMENDMENT AND RESPONSE UNDER 37 CFR §1.116

Commissioner for Patents  
Washington, DC 20231-9999

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Sir:

**GROUP 3600**

In response to the outstanding Final Office Action, mailed February 13, 2003, please consider the following amended claims and remarks:

**In The Claims**

Following is a complete set of claims as amended with this response, which includes amendments to claims 3, 9, and 17.